



**RUTHERGLEN**  
**LAWN TENNIS CLUB**

**Tennis Scotland Club Development Conference: Sunday 26<sup>th</sup> November 2017**

# **Growing Your Club**

**Gareth Ellor – Club President**

# Seven years ago.....

- 4 brand new Artificial Grass Courts



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# Seven years ago.....

- 4 brand new Artificial Grass Courts

## but.....

- Only 100 Members
- Insufficient income to service appropriate sinking fund
- Static, stale Coaching Programme





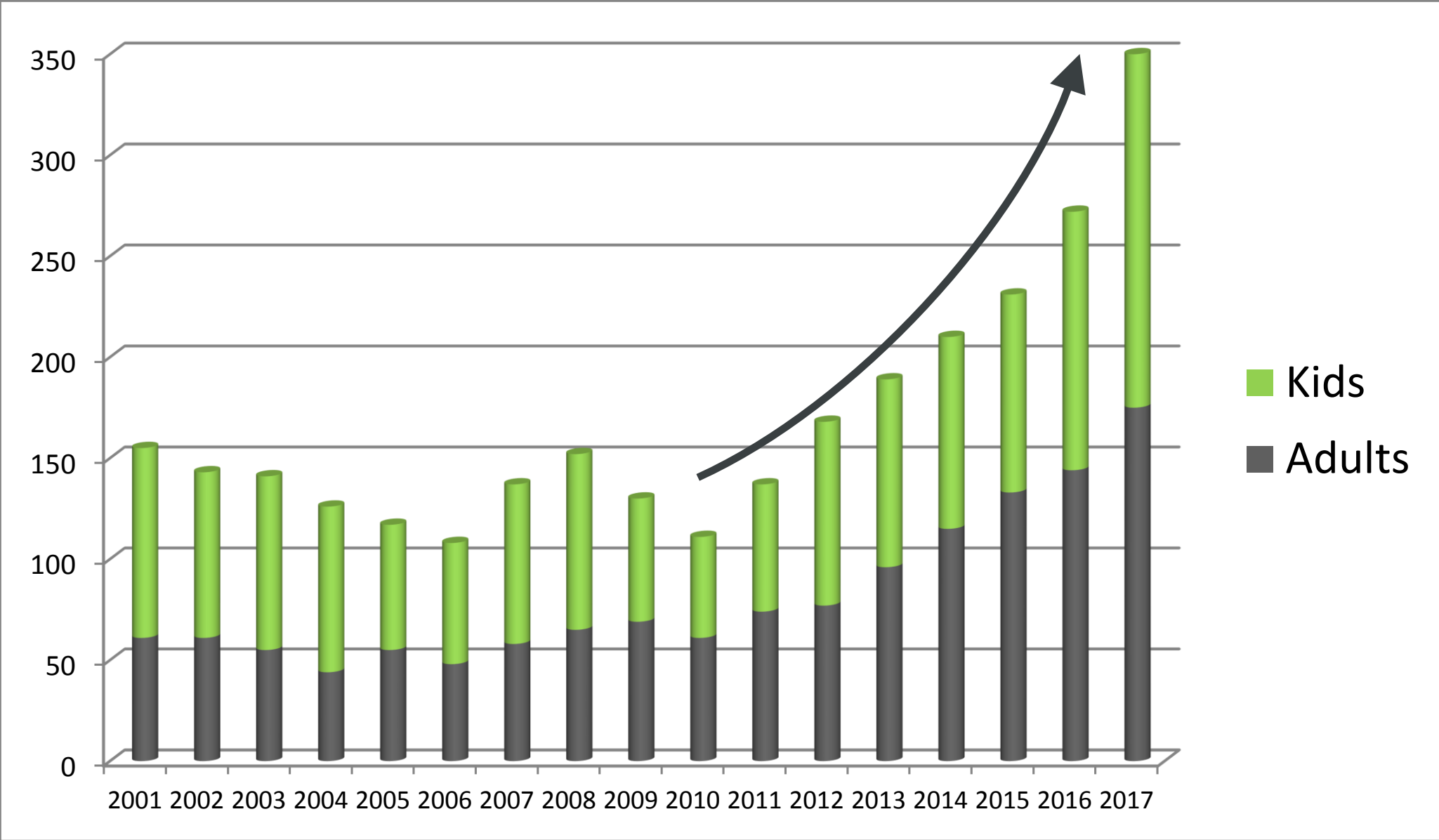
# Today.....

- 7 Courts with addition of 3 brand new Artificial Clay Courts
- 350 Members
- Sufficient income to be entirely self-sustaining
- Dynamic and innovative Coaching Programme





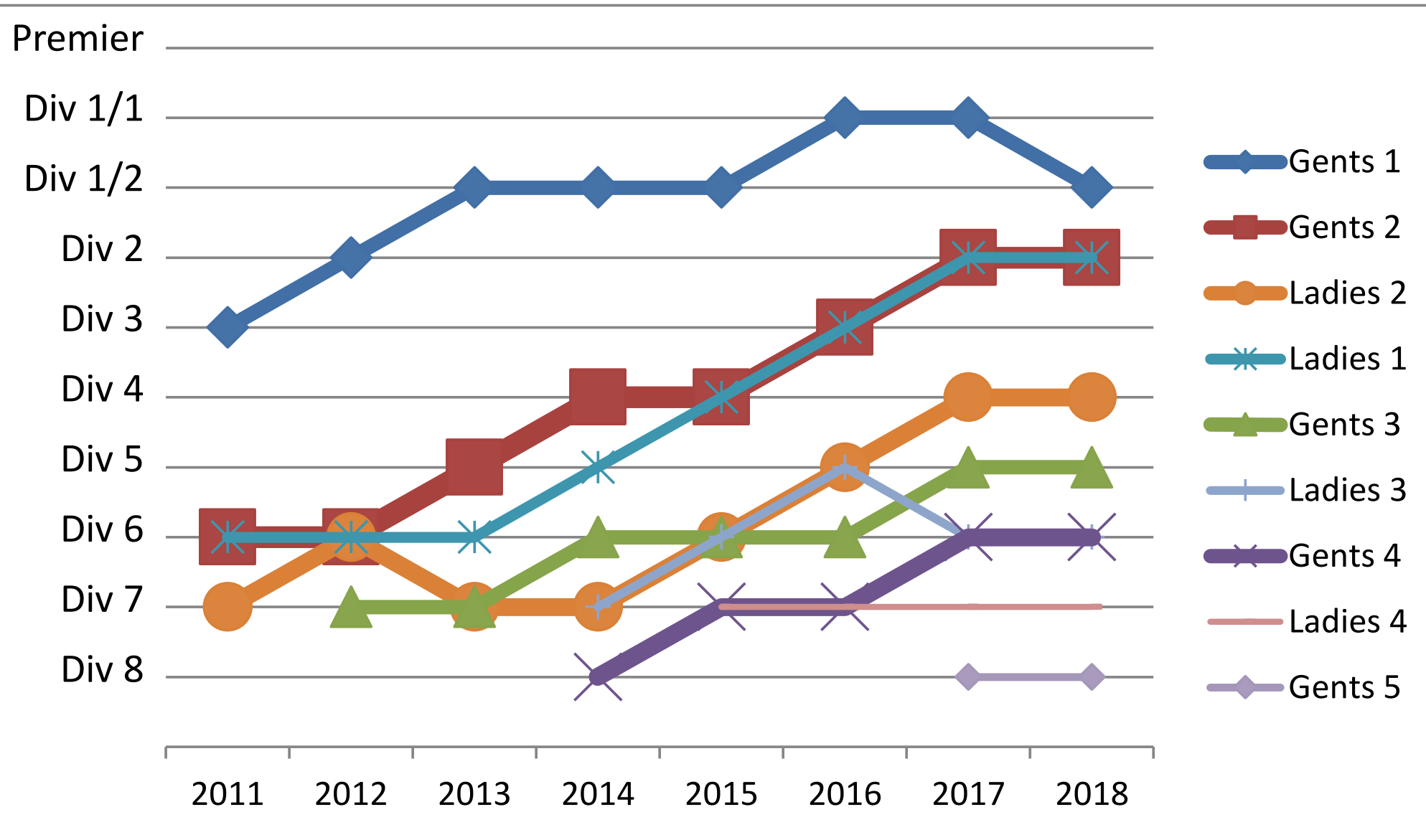
# Membership



# Adult Team Status



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# Project #ReturnToSplendour

## RETURN TO SPLENDOUR



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LET'S GET THESE COURTS BACK INTO

**SERVICE**

FOR EVERYONE'S

**ADVANTAGE**



— [WWW.RETURNTOSPLENDOUR.NET](http://WWW.RETURNTOSPLENDOUR.NET) —



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# Project #ReturnToSplendour

- 25 year lease agreed with Burnside Bowling Club
- >300 people backed strong community campaign
- Planning Permission granted
- >£200,000 of external funding raised from 10 sources
- Significant investment from local businesses
- Huge fundraising effort
- 3 years of incredibly hard work by a group of highly dedicated and committed people
- Works completed successfully and courts opened in August





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**Viewpark Courts**  
4x Artificial Grass



**Burnside Courts**  
3x Artificial Clay

# Secrets of our success?



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# Secrets of our success?

Urgent need to increase membership to increase income

Rewarded and buoyed by success

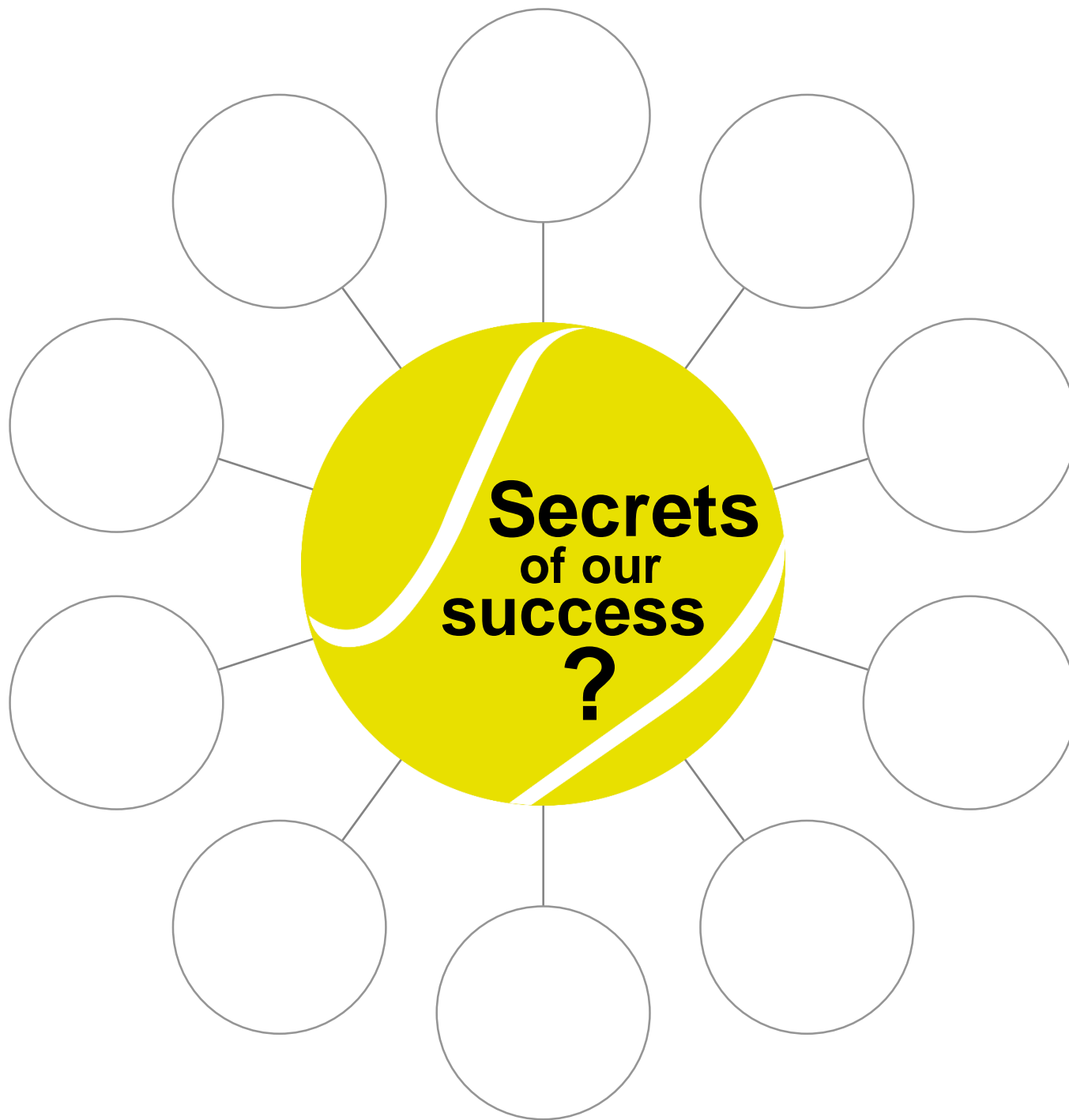
Realisation we can make a difference to peoples lives

Inspired to work harder, do more and take advantage of opportunities

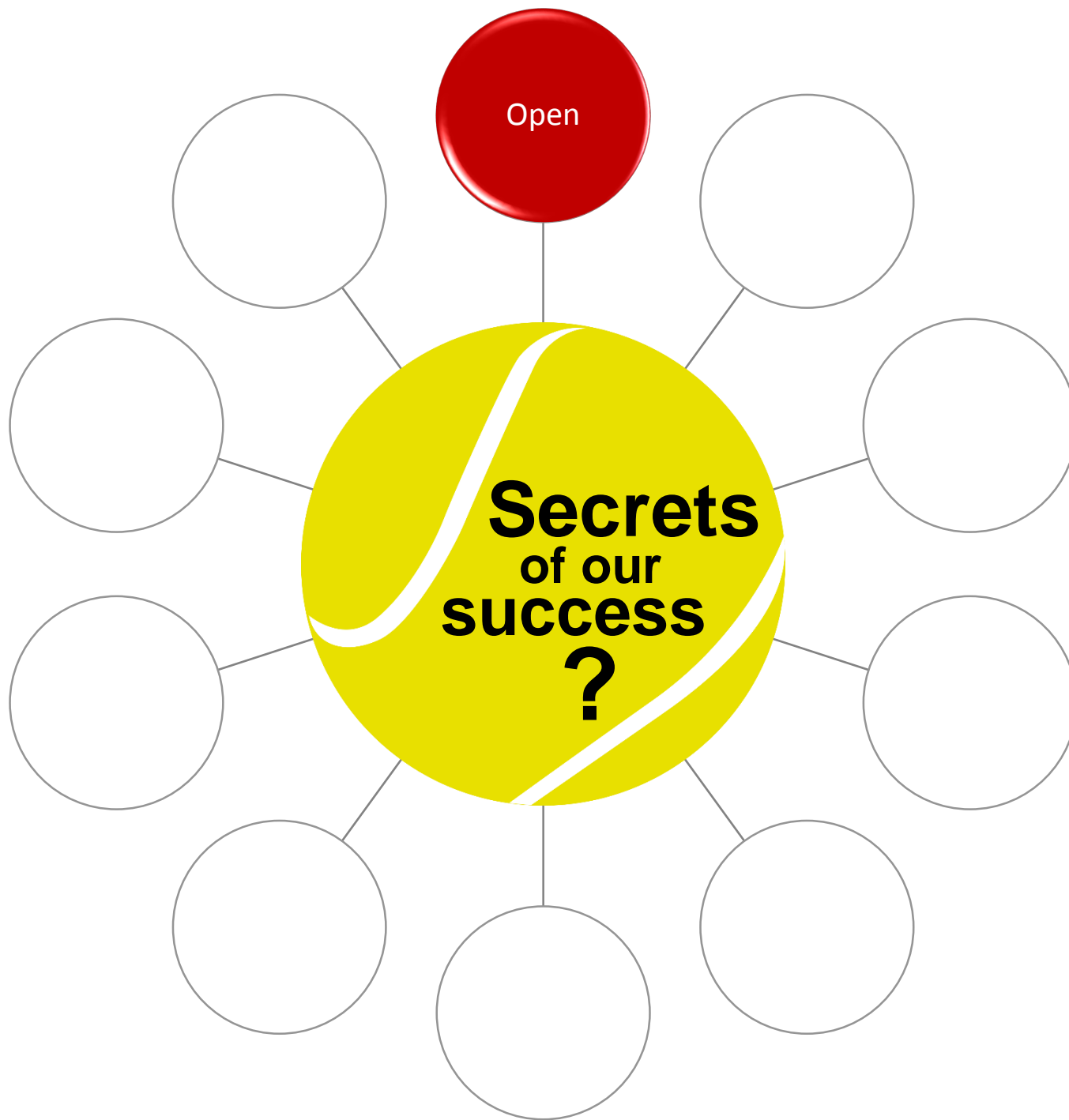
More people motivated to help allowing us to do even more



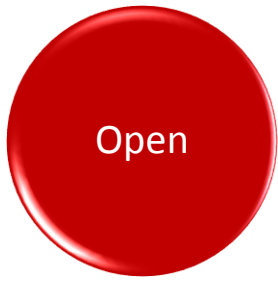
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# Open

We're a private members club but we need to have an **OPEN MINDSET**

Create **OPPORTUNITIES** for people to come and enjoy tennis and find out what you've got to offer!



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# Opportunities – Annual Open Weekend

- 1) Open doors to club for entire weekend.
- 2) Mix of organised activities [beat the Coach, Fastest Serve, Longest Rally, American Tournament etc.] and Free Play.
- 3) Coaching Taster Sessions [Adult, Cardio, Mini etc.]
- 4) Plenty of good rackets and balls available.
- 5) Friendly members on-hand to welcome and hit with visitors.
- 6) Club information desk managed all weekend.
- 7) Café open all weekend.
- 8) Kids activities; bouncy castle, face painting.
- 9) Publicise and promote hard!

> 500 people come each year



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## OPEN WEEKEND

SPRING INTO ACTION AND GIVE TENNIS A BASH!  
COME ALONG AND SEE WHAT OUR ACE WEE CLUB HAS TO OFFER!

**SAT 28<sup>TH</sup> & SUN 29<sup>TH</sup> MARCH 10AM - 4PM**  
VIEWPARK DRIVE, BURNSIDE, G73 3QE

**KIDS FUN ZONE**  
COURTESY OF  
ACE PLACE  
NURSERY

**FREE BIKE  
SAFETY CHECKS**  
COURTESY OF  
SOUTH WEST  
COMMUNITY  
CYCLES

**COME AND PLAY TENNIS FOR FREE**

FUN ACTIVITIES FOR ALL AGES AND ABILITIES WITH  
DISCOUNTS AND INCENTIVES FOR NEW MEMBERS.

**RACKETS AND BALLS PROVIDED - EVERYONE WELCOME!**

ORGANISED GAMES • AMERICAN TOURNAMENT • FITNESS TRAINING  
MINI-TENNIS • SCHOOLS FESTIVAL • CARDIO TENNIS  
CAFÉ OPEN ALL WEEKEND

FOR UP TO DATE INFORMATION FOLLOW US ON TWITTER  
OR VISIT OUR WEBSITE:  
@RutherglenLTC  
[www.tennISRutherglen.com](http://www.tennISRutherglen.com)



# Opportunities – British Tennis initiatives



## ✓ High Profile

Well Publicised  
Accessible Website



Join a club near you  
[SummerClubSaver.com](http://SummerClubSaver.com)

## ✓ Low Effort

On-Line Booking System  
Ready-made Marketing Materials



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# Opportunities – More than just Tennis!

## Want to get Fit & Healthy!

### Fitness Class

Every Sunday 7-8pm

£5 per session



Contact Gareth on  
07852 773451  
to reserve a spot!

Improve your fitness, strength and conditioning through 'fun', friendly 'circuit training' sessions on our tennis courts.

No rackets involved; just good old fashioned exercise suitable for everyone looking to get fit and healthy!

Lead by our qualified fitness trainer.

Suitable for all levels of fitness; work at your own pace!

**Non-Members  
most welcome!**



[www.tennisrutherglen.com](http://www.tennisrutherglen.com)

**Rutherglen Lawn Tennis Club**

Viewpark Drive, Burnside



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# Opportunities – Get out and about!

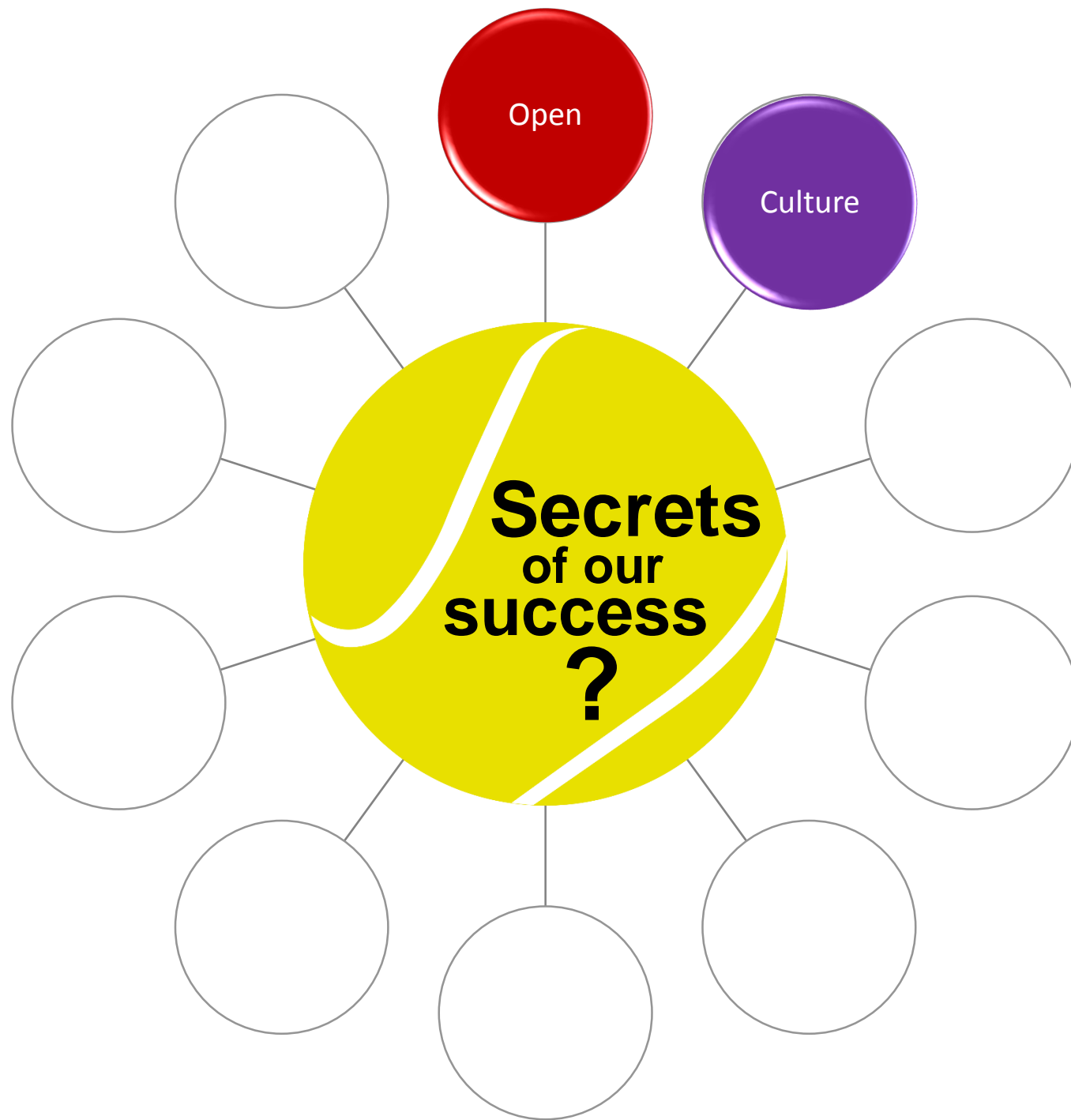
- 1) School Fairs
- 2) Community Events/Gala Days
- 3) Community Taster Sessions

Take a mini tennis net, some rackets and balls and set-up a court!

**Take some club information & publicity material**

Rope in some enthusiastic members and get people playing tennis and having fun – **they'll soon come back for more!**





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Culture

# Culture

- Friendly
- Welcoming
- Inclusive
- Supportive
- Fun
- Sociable



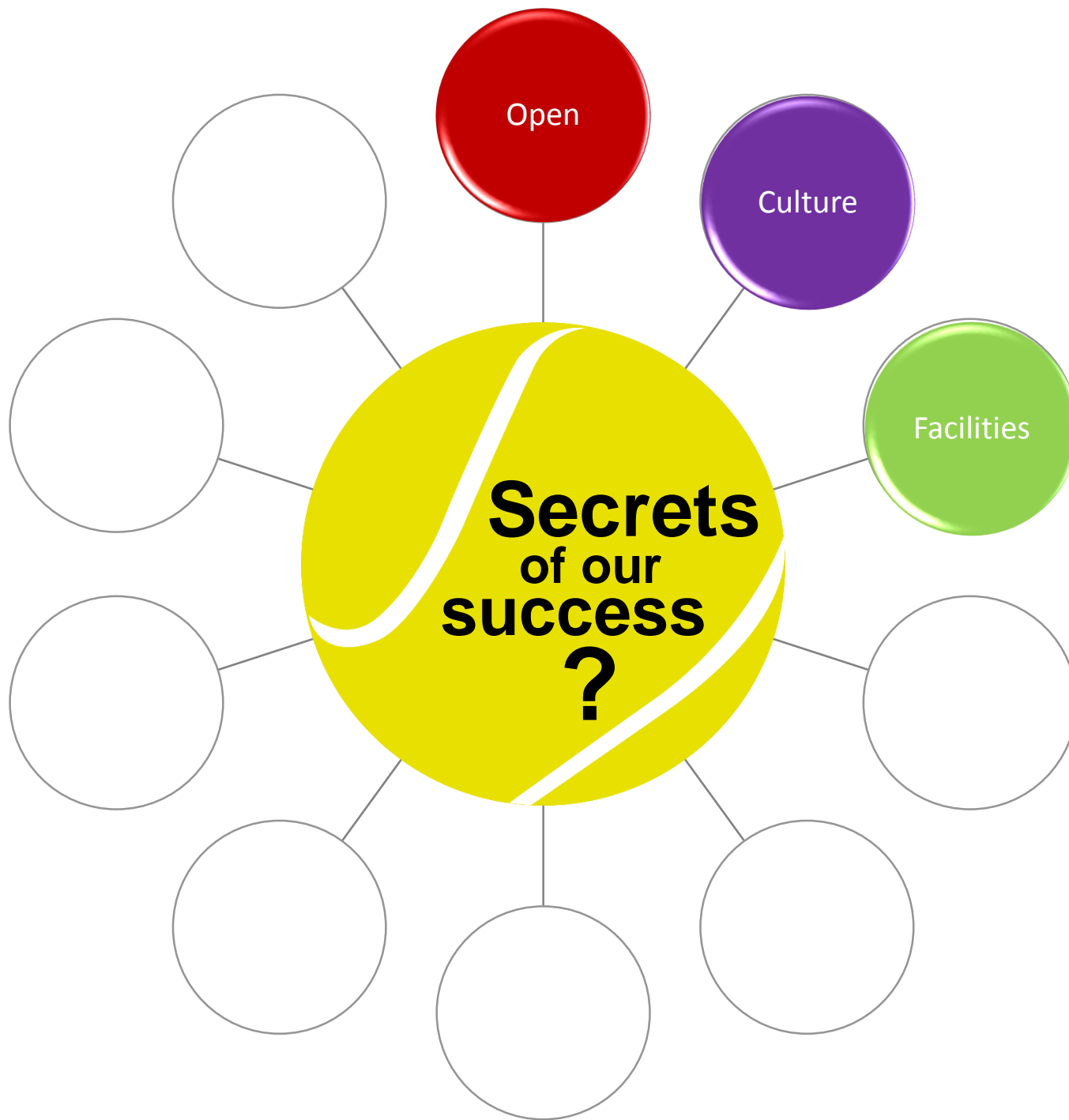
- Encourage & promote these behaviours.
- Embed these as your club values.
- Encourage those that embody these values to take a leading role.
- Don't shy away from clamping down on behaviours that contradict these values.
- Make sure you have friendly and enthusiastic volunteers operating "front-of-house" at big events.
- Keep your \*TPOs in the background!

**\*TPOs: Tennis Prevention Officers**



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# Facilities

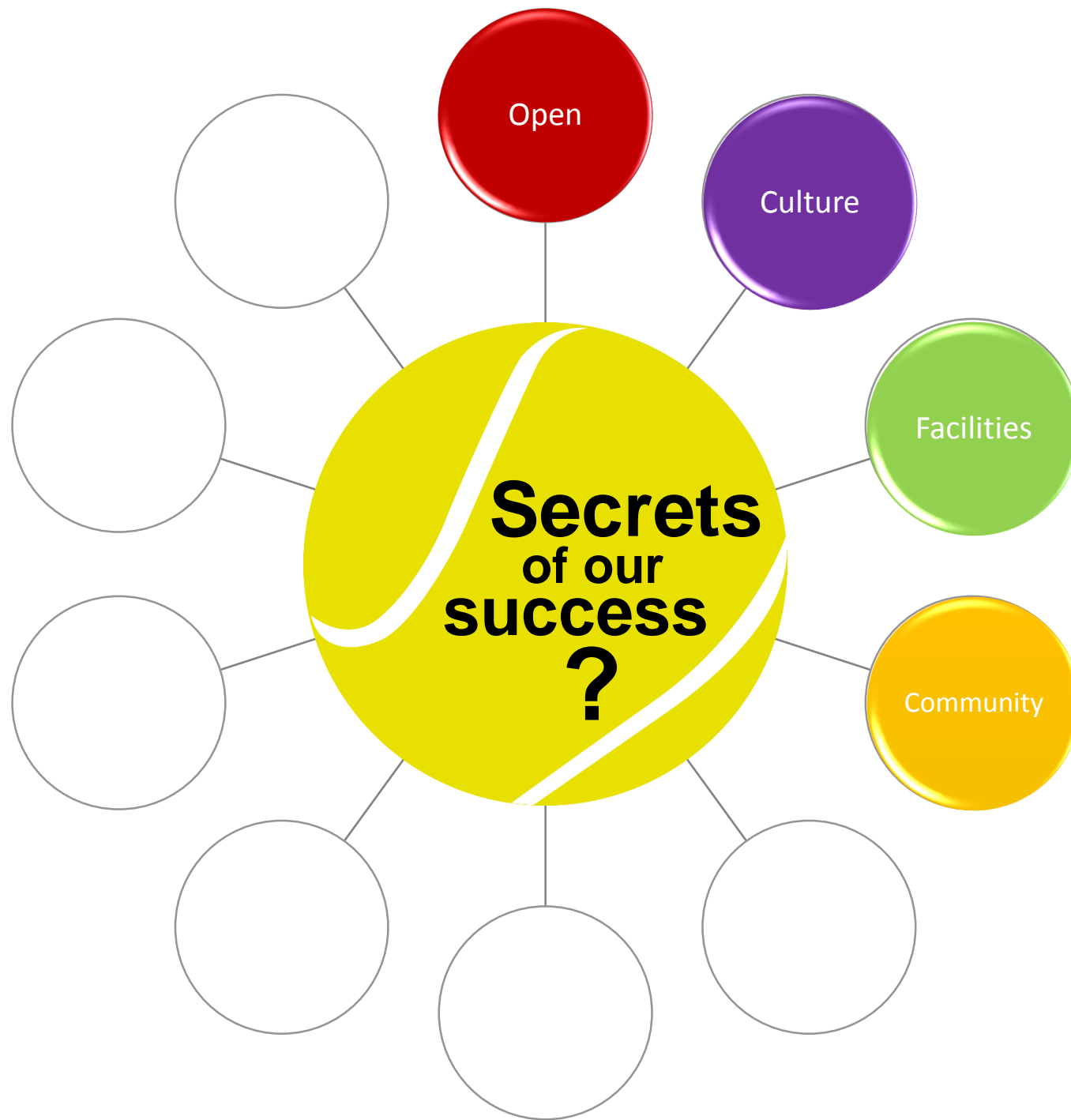
What does the condition of your facilities say about your club?

- Clean & Tidy Courts
- Wind Breakers
- Good Nets
- Court Signs
- Scoreboards
- Court Benches
- Net Measures
- Planters
- Signs/Branding
- Well presented and up-to-date notice board?
- Clean & Tidy Clubhouse?

.....all relatively simple &  
low cost but make club  
feel professional and  
creates great impression!







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# Community



Why reach out to the community?

1. Our market and source of income
2. Source of sponsorship & funding

But much more importantly.....

3. We have an obligation to put something back....



Community

# Community



£350 per month into Schools Programme



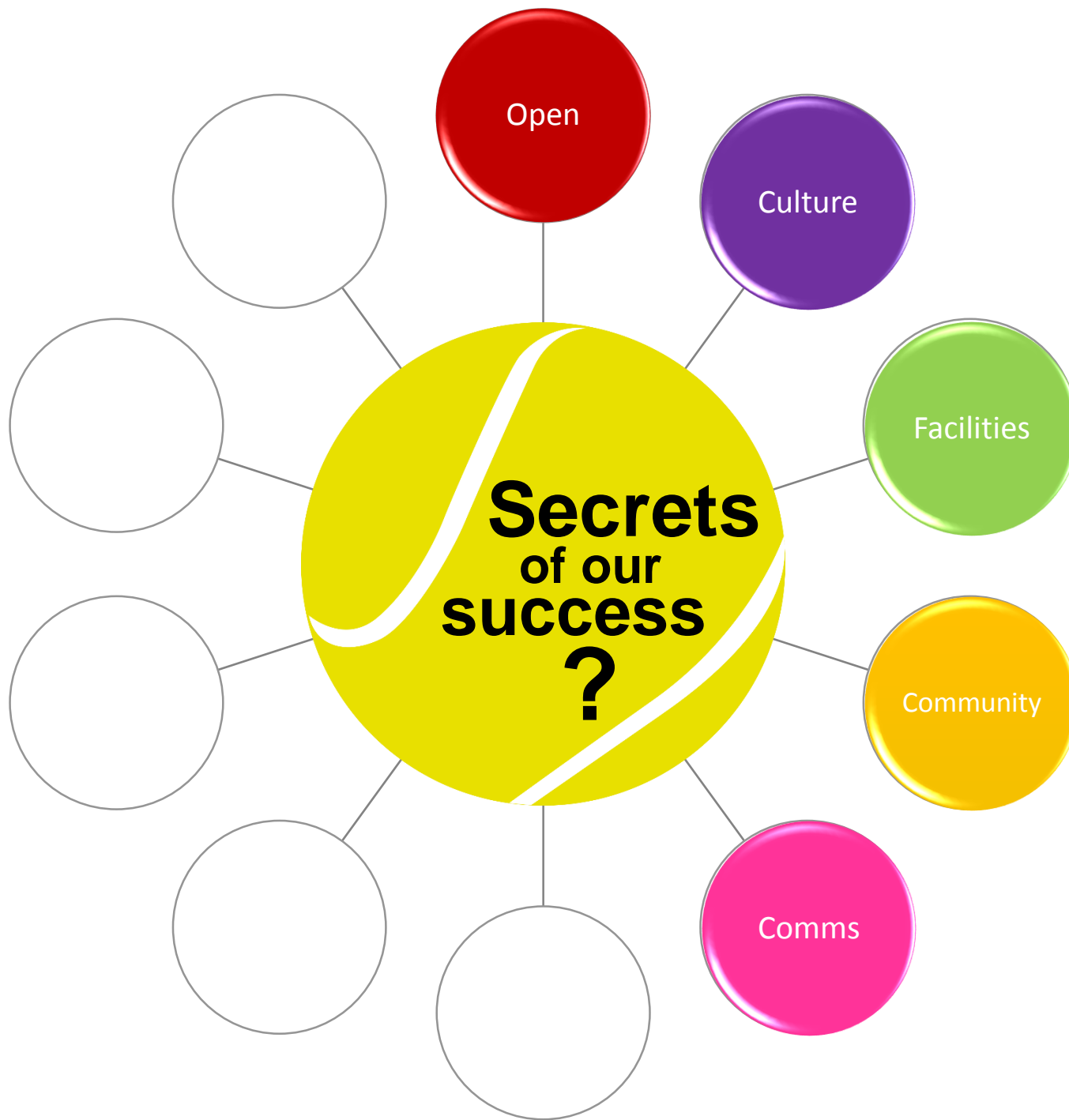
Community

# Community



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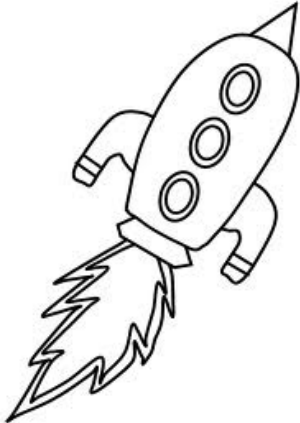
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Comms.

# Communications

Are you keeping all your members, supporters and stakeholders up-to-date and engaged?

- Website
- e-mails
- Newsletter
- Films/Movies
- Notice Boards
- Social Media

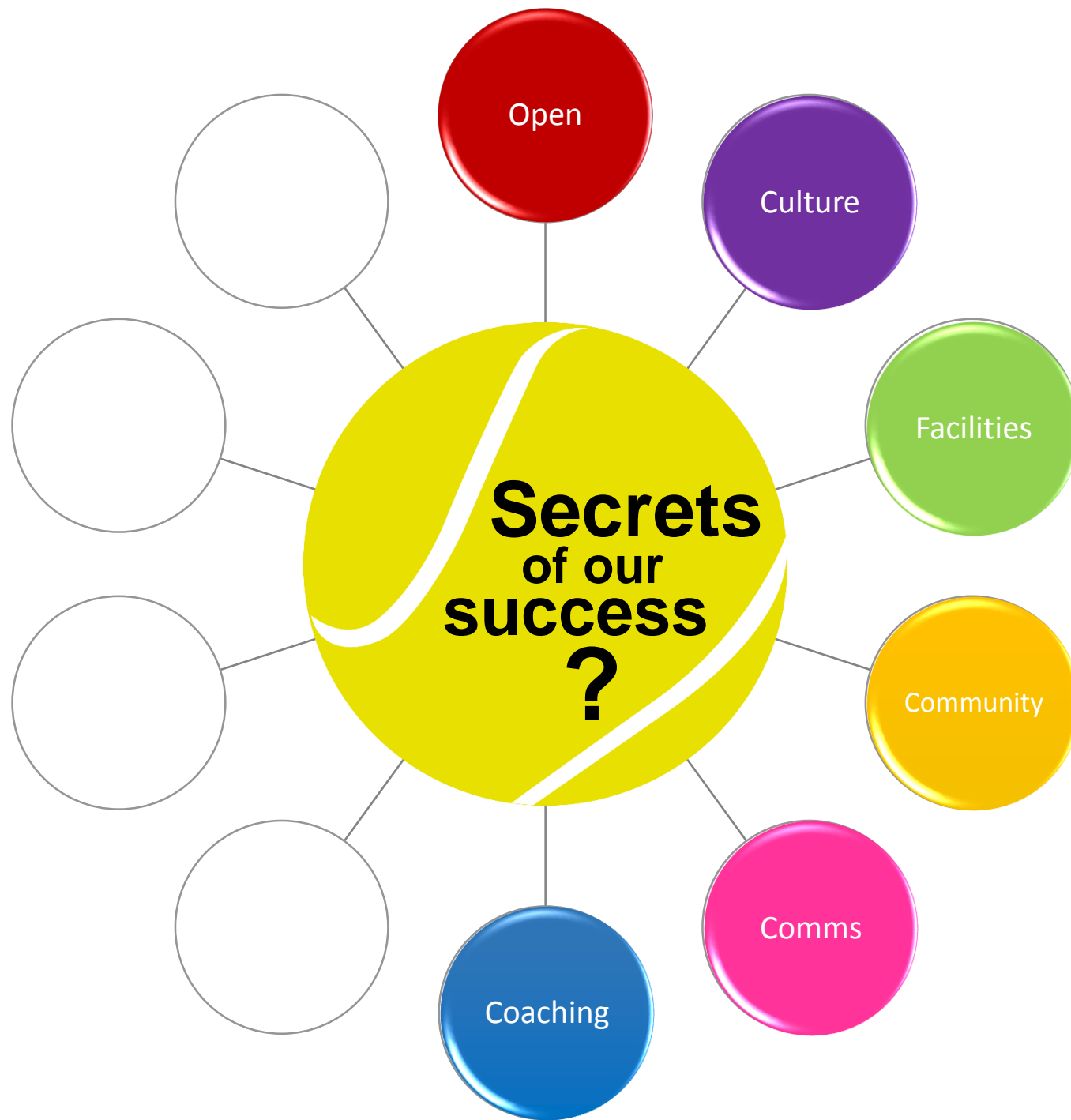
It's not exactly  
rocket  
science

Up-To-Date, Frequent, Simple, Interesting & Eye-Catching



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# Coaching

- Incredibly lucky to have a Coaching Team which mirrors our ambition, commitment and enthusiasm.
- Coaching Team understand it's not just a job, it's a vocation. The more they put in, the more the club and programme grows and the more they get back – everyone's a winner!
- They're the beating heart of the club!
- Head Coach plays central role within Committee, leading by example.
- Coaching Team run their own Fun Day to give something back to our Members.
- Hard work paying off – hugely popular programme across all levels of playing pyramid.
- Juniors involved in County & National Programmes!





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## ....the lifeblood of the club!

- Create an environment that encourages people to get involved.
- Look after them – support, encourage and reward.
- Watch out they don't get overloaded and disillusioned.
- Lots of volunteers doing a little bit – many hands etc.
- Find and utilise their strengths – you'll be amazed by the range of skills you have in your membership!
- People happier (and need to sacrifice less time) when volunteering in areas they have knowledge and experience.
- Your membership and wider network is a huge asset. Use it!

*"Volunteers are not paid  
-- not because they are  
worthless, but because  
they are priceless."*



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Business Dev.  
Director

Chartered  
Engineer

Lawyer

Web  
Designer

Marketing  
Manager

Awesome  
Handyman!

Accountant

Landscape  
Designer

Graphic  
Designer



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Services “in-kind” > **£50,000**

Sense of community & shared purpose – **Priceless!**



# Recognition

- Recognise volunteers' efforts within club:
  - A simple thank you
  - Send an e-mail or card
  - Social Media
  - End of Season Awards
- External awards (volunteer, coach, club etc.);
  - Local Sports Council
  - Tennis Scotland
  - British Tennis
  - **sportscotland**



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# Our Awards

- Cambuslang & Rutherglen Sports – Coach of the Year
- West of Scotland Volunteer of the Year
- West of Scotland Coach of the Year
- Tennis Scotland Coach of the Year
- Tennis Scotland Club of the Year
- British Tennis Coach of the Year
- **sportscotland** Young Coach of the Year

Huge source of pride and encouragement for everyone connected with the club!

Amazing effect in galvanising whole club!





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# Social Scene

- Remember it's not just about tennis...
- A strong club is a family!
- Get together regularly to socialise and have fun
- Range of events for all ages and interests throughout year
- Something for everyone!
- Builds a strong sense of community and togetherness
- Builds pride in the club!
- People will want to get involved

*Grand Slam Themed  
American Tournaments*

*End of Season  
Party/Awards*

*Annual Quiz Night*

*Christmas Mingle*

*Mid-Summer Party*

*Annual Pool Match v  
Burnside Bowling Club*

*Kids Christmas Party*

*Monthly Club Night  
Tournament & Social*

*Team Night-Outs*

*Kids Movie Night*

*Juniors v Gents 1<sup>st</sup> Team*



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Social

# Social Scene



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Support

# Support

Don't reinvent the wheel; use the support that's available to you – it's relevant, proven and **FREE!**

Advice, guidance, contacts, resources etc.



sportscotland



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# Profile

- Do people know about you?
- Do they know what you're all about?
- Are you promoting club well enough?

- Social Media

# Social Media



7,000 Followers



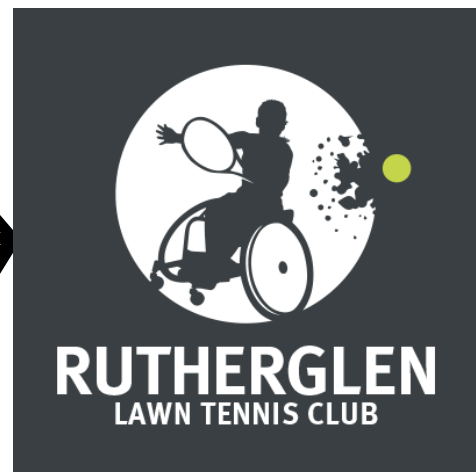
130,000 Followers



230,000 Followers



3.6 Million Followers



800 Followers

5,000 Followers



3,000 Followers



**Reach >350,000 Tennis Fans including Local Residents!**







**Colin Fleming** ✓  
@colin\_fleming

@RutherglenLTC artificial clay. Well done on your great work!

31/01/2017, 19:59



**judy murray** ✓  
@JudyMurray

@RutherglenLTC Clay. All day long.

31/01/2017, 17:55



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# Profile

- Social Media
- Develop a network of contacts and use to publicise



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# Develop a network of contacts

- LTA/British Tennis
- Tennis Scotland
- **sportscotland**
- Local Newspaper
- Schools
- Politicians [MPs, MSPs]
- Councillors
- Community Groups
- Local Businesses
- Sponsors

Use this network to promote:

- Events,
- News,
- Plans,
- Results etc.



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Profile

# Profile

- Social Media
- Develop a network of contacts and use to publicise
- Twinned with Wortham LTC in Suffolk



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- Social Media
- Develop a network of contacts and use to publicise
- Twinned with Wortham LTC in Suffolk
- Charity Events





Profile

# Profile

- Social Media
- Develop a network of contacts and use to publicise
- Twinned with Wortham LTC in Suffolk
- Charity Events
- Davis Cup



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# Davis Cup Legacy



**Buchanan Street  
& Emirates Arena**



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Profile

# Profile

- Social Media
- Develop a network of contacts and use to publicise
- Twinned with Wortham LTC in Suffolk
- Charity Events
- Davis Cup

Use your **IMAGINATION** and  
do something unusual to put  
your club on the map!



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# A wee example...

WWW.TENNISRUTHERGLEN.COM #MOUNTENNIS

EXPEDITION  
**MOUNTENNIS**  
SPORT RELIEF

PLAYING TENNIS ON THE UK'S **THREE HIGHEST PEAKS** IN **24 HOURS**



**DEPARTED RLTC**  
FRIDAY 6.00PM

**SNOWDON**  
SATURDAY 1.00PM

**SCAFELL PIKE**  
SATURDAY 8.00PM

**BEN NEVIS**  
SUNDAY 12.50PM

SNOWDON » SCAFELL PIKE » BEN NEVIS

**EXPEDITION MOUNTENNIS**  
4<sup>TH</sup>-5<sup>TH</sup> JUNE 2016  
RUTHERGLEN LAWN TENNIS CLUB  
WWW.MOUNTENNIS.RETURNTOSPLENDOUR.NET

RAISING MONEY FOR **SPORT RELIEF** & **#RETURNTOSPLENDOUR** — SAVING BURNSIDE'S TENNIS COURTS

PLEASE DONATE AT:  
[ [WWW.MOUNTENNIS.RETURNTOSPLENDOUR.NET](http://WWW.MOUNTENNIS.RETURNTOSPLENDOUR.NET) ]



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**Watch our short film at:**  
<https://www.youtube.com/watch?v=WgLft-e7loQ>



# So what have we learned?

1. It's ok to learn as you go.
2. Start small and build things.
3. Do the right things and opportunities will come.
4. Take them and great things will happen.
5. Don't worry about making mistakes, it's the intent that counts.
6. Ignore the moaning minority – you can't keep everyone happy!
7. Trust your instincts.
8. Small, positive actions from lots of people achieve amazing results!
9. We can change lives for the better!



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IF YOU PUT IN THE  
**TIME+**  
**EFFORT**  
YOU WILL SEE THE  
**RESULTS**

tennis.rutherglen@yahoo.co.uk

[www.tennisrutherglen.com](http://www.tennisrutherglen.com)

@Rutherglen LTC  @RLTCCoaching

 @Rutherglen LTC

**Get in touch, happy to share!**